

### REMARKS

Claims 1-18 are pending. The specification and claims 1, 2, 3, 6, 12 and 18 has been amended. Figure 2 has been added. Support for all amendments may be found in the specification and drawings as originally filed. No new matter has been added.

The drawings stand objected to under 37 CFR §1.83(a). The Examiner states that the magnet or adhesive coating as recited in claim 10 must be shown or the feature canceled from the claims. Fig. 2 has been added to attend the Examiner's objections. Reference number 13 in Fig. 2 represents the magnet or adhesive coating on the second side of the body 11. Reconsideration of the objection to the drawings is respectfully requested.

The specification stands objected to for failing to provide proper antecedent basis for the claimed subject matter. In particular, the Examiner states that the specification does not provide support for the apparatus comprising a magnet or adhesive coating on the second side. Applicant has amended the specification to include support for the magnet or adhesive coating on the second side of the body, as previously set forth in claim 10, for example. Reconsideration of the objections in the specification is respectfully requested.

#### 35 U.S.C. §112 Rejections

Claims 2, 3, 6 and 7 stand rejected under 35 U.S.C. §112, second paragraph, for indefiniteness. Claim 2 was amended to further clarify that the Applicant is claiming the area for the placement of information relating to a reward. Claim 3 was amended in a similar manner to indicate that the Applicant is claiming the area for the placement of information relating to a sponsor. Additionally, claims 6 and 7 were amended to attend to antecedent basis errors. In view of the foregoing amendments, Applicant respectfully requests reconsideration of the Examiner's rejection of claims 2, 3, 6 and 7 for indefiniteness.

#### 35 U.S.C. §103 Rejections

Claims 1-9 and 11-18 stand rejected under 35 U.S.C. §103(a) for obviousness over U.S. Patent No. 2,395,804 to De Gruchy (hereinafter "De Gruchy").

Amended independent claim 1 is directed to an apparatus for facilitating locating a missing person. The apparatus includes a body containing a writing surface. The body has a first side and a second side. The writing surface is on the first side and includes indicia relating to a missing person and an area for an autograph portion. The autograph portion includes a signature of an individual different than that of the missing person

Amended independent claim 12 is directed to a method for assisting to locate a missing person. The method includes the steps of providing a body and, providing on the body, a likeness of the missing person, vital statistic information of the missing person, reward information, sponsorship information, and an autograph portion including a signature of an individual different than that of the missing person.

Amended independent claim 18 is directed to an apparatus for facilitating and locating a missing person. The apparatus includes a body, means for identifying the missing person, means for providing on the body a likeness of the missing person, vital statistic information of the missing person, reward information, sponsorship information, and an autograph. The autograph is of an individual different than that of the missing person

De Gruchy discloses an identification card for documentation security purposes that is permanent and tamper proof. The card may include a photograph, a signature, as well as a fingerprint of the individual who is the owner of the identification card. The backside of the card can be used to include information describing the owner of the identification card.

De Gruchy clearly does not teach or suggest an apparatus or method for locating a missing person. In particular, De Gruchy does not teach or suggest an apparatus or method wherein an autograph portion contains a signature of an individual different than that of the missing person as in amended independent claims 1, 12 and 18. De Gruchy discloses a signature portion for the owner of the identification card to sign. Therefore, the signature is that of the individual holding the document card. However, the apparatus and method in amended independent claims 1, 12 and 18 includes an autograph portion for a signature of an individual different than that of the owner of the apparatus. Moreover, the signature of the individual in the autograph portion in amended independent claims 1, 12 and 18 is different than that of the indicia relating to a missing person. Therefore, De Gruchy does not teach or suggest an apparatus or method for locating a missing person as the documentation card of De Gruchy includes a signature and information relating to only the owner of the card.

Additionally, De Gruchy merely discloses a document card that is used in the workplace for security purposes to identify the individual owner holding the document card. In the present invention, the apparatus which includes indicia relating to a missing person and an area for an autograph portion that is used to locate missing persons. For example, the

apparatus of the present claimed invention is utilized at events with popular or famous people such as sporting events, concerts, social functions, and the like. The apparatus is intended to be passed out at these events, so that the recipient of the apparatus, commonly a child, can obtain an autograph of the sports figure or a famous person. The apparatus includes indicia relating to a missing person, with an autograph of a different individual who is famous/popular. Neither the missing person indicia nor the autograph on the apparatus are that of the individual holder of the apparatus as disclosed by De Gruchy. The apparatus is maintained commonly in a visible location, due to the value of the autograph, and, therefore, aids in assisting binding missing persons. In view of the foregoing, De Gruchy fails to teach or suggest a card having the combination of indicia relating to missing persons and autographs of an individual other than that of the owner of the card or the missing persons.

An example of an apparatus of the present invention is enclosed for illustrative purposes. The apparatus was passed out at a sporting event where minor league baseball players signed autographs for fans identifying a missing child. Using a similar apparatus, two weeks after passing out the apparatus of the present claimed invention, a missing child was located. For all the foregoing reasons, Applicant respectfully requests reconsideration of the rejections of amended independent claims 1, 12 and 18.

Claims 2-9 and 11, and 13-17 depend from and add further limitations to independent claims 1 and 12, respectively, and are deemed to be allowable for the reasons set forth in connection with independent claims 1 and 12, respectively. Reconsideration of the rejections of claims 2-9, 11 and 13-17 is respectfully requested.

Claim 10 stands rejected under 35 U.S.C. §103(a) for obviousness over De Gruchy in view of U.S. Patent No. 5,983,537 to Johnson.

Johnson discloses a magnetically coupleable card that may be removably mounted on a metallic wall. Johnson fails to overcome the deficiencies of De Gruchy discussed previously. Contrary to the Examiner's assertion, there is no suggestion or motivation to combine the magnetic card device of Johnson with the document card of De Gruchy. As discussed above, De Gruchy teaches an identification card that is carried around for security purposes, and includes information relating to the owner of the card for identification purposes and may include information on the back of the card. The card device of Johnson, on the other hand, has a magnetic back to secure to an object for informational

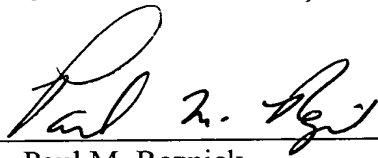
purposes, thereby limiting its use to one location and only allowing the front of the device to be used to include information. Therefore, one skilled in the art reading De Gruchy for its intended use for identification and security would not then look to Johnson, since the Johnson device provides only one informational side, and would allow one to carry the card for identification purposes in the two-sided manner disclosed by De Gruchy.

Accordingly, the Examiner's cited combination of De Gruchy and Johnson fails to render obvious time limitations of claim 10 for the foregoing reasons. Applicants respectfully request reconsideration of the rejection of independent claim 10 for obviousness over De Gruchy and Johnson. Claim 10 depends from independent claim 1 and is deemed to be allowable for the reasons discussed previously in connection with independent claim 1.

In view of the foregoing, reconsideration of the Examiner's rejections and objections, and allowance of pending claims 1-18 are respectfully requested.

Respectfully submitted,

WEBB ZIESENHEIM LOGSDON  
ORKIN & HANSON, P.C.

By 

Paul M. Reznick  
Registration No. 33,059  
Attorney for Applicant  
700 Koppers Building  
436 Seventh Avenue  
Pittsburgh, Pennsylvania 15219-1818  
Telephone: 412-471-8815  
Facsimile: 412-471-4094